

## Message Text

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ACTION STR-07

INFO OCT-01 IO-14 ISO-00 STRE-00 ICAE-00 AGRE-00  
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R 281959Z JUL 78  
FM USMISSION GENEVA  
TO SECSTATE WASHDC 2682

UNCLAS SECTION 01 OF 02 GENEVA 11667

USMTN

PASS STR  
STR FOR DONALDSON

PASS USICA  
USICA FOR COHEN/IEU

E.O. 11652: N/A  
TAGS: ETRD, GATT, MTN  
SUBJECT: TOKYO ROUND PUBLIC AFFAIRS ACTIVITIES

1. THIS IS THE SECOND REPORT ON MTN PUBLIC AFFAIRS  
ACTIVITIES AND COVERS THE PERIOD JANUARY - JULY 1978.

2. THE MTN DELEGATION'S PUBLIC AFFAIRS PROGRAM DURING THE  
REPORTING PERIOD HAD TWO FUNDAMENTAL OBJECTIVES. FIRST,  
WE SOUGHT TO MAINTAIN A GENERALLY POSITIVE PUBLIC IMAGE OF  
THE STATUS OF THE NEGOTIATIONS IN ORDER TO HELP MAINTAIN  
FORWARD MOMENTUM, TO PUT SUBTLE PRESSURE ON OUR NEGOTIA-  
TING PARTNERS TO MAINTAIN THEIR PUBLIC COMMITMENTS TO THE  
SUCCESS OF THE NEGOTIATIONS AND, TO THE EXTENT POSSIBLE,  
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TO MAXIMIZE LDC PARTICIPATION. IN ORDER NOT TO CREATE  
FALSE EXPECTATIONS ABROAD OR DOMESTICALLY WE DID NOT AVOID  
DISCUSSION OF PROBLEM AREAS, BUT WE DID ATTEMPT TO KEEP  
THE DISCUSSION AS GENERAL AS POSSIBLE. WE MADE THE POINT  
THAT EVEN THOUGH THE OVERALL ECONOMIC PICTURE WAS BLEAK  
THE POTENTIAL FOR REAL PROGRESS IN THE TRADE AREA WAS  
REAL. SECOND, WE SOUGHT TO MAINTAIN INTEREST IN AND

SUPPORT FOR US OBJECTIVES ON THE PART OF US INDUSTRY,  
LABOR, AGRICULTURE AND CONGRESS.

3. TO ACCOMPLISH THESE OBJECTIVES WE RELIED HEAVILY ON  
THE PERSONAL PRESTIGE OF THE AMBASSADOR AND HIS WIDE  
RANGING CONTACTS IN THE PRIVATE AND PUBLIC SECTORS IN  
EUROPE AND THE UNITED STATES. TO A LESSER, YET NONETHELESS  
SIGNIFICANT EXTENT, WE UTILIZED OTHER MEMBERS OF THE  
DELEGATION AND WASHINGTON VISITORS.

4. PRESS CONTACTS IN GENEVA: PRESS INTERVIEWS WERE  
ARRANGED ON A FAIRLY REGULAR BASIS WITH EUROPEAN AND AMER-  
ICAN ECONOMIC CORRESPONDENTS ASSIGNED TO GENEVA OR VISIT-  
ING FROM ABROAD. AMBASSADOR MCDONALD HAD INTERVIEWS WITH  
THE FOLLOWING OUT OF TOWN JOURNALISTS, SOME OF WHOM  
VISITED THE DELEGATION SEVERAL TIMES: JACQUELINE GRAPEN  
LEGOC, EDITOR OF EUROPA MONTHLY ECONOMIC PUBLICATION CO-  
SPONSORED BY LE MONDE, LA STAMPA, THE TIMES AND DIE WELT;  
FRIEDEL UNGEHEUR, TIME MAGAZINE EUROPEAN CORRESPONDENT,  
BRUSSELS; PHIL REVSON, WALL STREET JOURNAL CORRESPONDENT,  
LONDON; PAUL LEWIS, NEW YORK TIMES EUROPEAN ECONOMIC  
CORRESPONDENT, PARIS; RICHARD LONGWORTH, CHICAGO TRIBUNE  
ECONOMIC REPORTER, CHICAGO; RICHARD JANSEN, WALL STREET  
JOURNAL, LONDON BUREAU CHIEF; RUPERT PENNANT-RAE, THE  
ECONOMIST, LONDON; MELVIN WESTLAKE, ECONOMIC REPORTER FOR  
THE TIMES, LONDON; GEORGE TELFER, JOURNAL OF COMMERCE  
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FOREIGN EDITOR, NEW YORK; MURRAY SEEGER, LOS ANGELES  
TIMES BONN BUREAU CHIEF; MARGARET HUGHES, EDITOR OF THE  
FINANCIAL TIMES TRADE PAGE, LONDON; REGINALD DALE,  
BUSINESS EDITOR, FINANCIAL TIMES, LONDON; WILLIE ZELLER,  
ECONOMIC EDITOR OF THE NEUE ZURCHER ZEITUNG, ZURICH;  
PATRICE DROUIN, LE NOUVEL ECONOMIST, PARIS; PETER DREYER,  
EUROPEAN ECONOMIC CORRESPONDENT FOR THE JOURNAL OF  
COMMERCE, BRUSSELS; TRISTAN DOELNITZ, FOREIGN EDITOR OF  
LES ECHOS, PARIS; DERMOT O'SULLIVAN, EUROPEAN EDITOR FOR  
CHEMICAL AND ENGINEERING NEWS, LONDON; VANYA WALKER-  
LEIGH, PARIS CORRESPONDENT FOR THE FINANCIAL POST,  
TORONTO; ALAN MAYER, NEWSWEEK EUROPEAN ECONOMIC  
CORRESPONDENT, LONDON; AND GENE BRAKE, USICA ECONOMIC  
WRITER FROM WASHINGTON. A NUMBER OF GENEVA BASED  
CORRESPONDENTS ALSO HAD INTERVIEWS WITH THE AMBASSADOR;  
VIC LUSINCHI, NEW YORK TIMES AND CHEMICAL WEEK; DAVID  
EGLI, FINANCIAL TIMES AND THE ECONOMIST; JONATHAN ROLLOW,  
WASHINGTON POST; BRIJ KHINDARIA, FAIRCHILD PUBLICATIONS  
AND THE GUARDIAN; ADRIAN LIMAN, LA VANGUARDIA, BARCELONA;  
BHUSHAN BAHREE, AP/DOW JONES; ERWIN SCHUHMACHER, HANDELS-  
BLATT. IN FEBRUARY THE AMBASSADOR TOOK PART IN AN HOUR-  
LONG BBC RADIO ROUND TABLE ON INTERNATIONAL TRADE, RE-

CORDED IN THE GENEVA STUDIOS OF SWISS RADIO, TOGETHER  
WITH JAPANESE, EC AND LDC REPRESENTATIVES.

5. THE DCM, PAO AND OTHER MEMBERS OF THE DELEGATION ALSO  
MET FREQUENTLY WITH JOURNALISTS, INCLUDING SOME OF THE  
ABOVE; PLUS MICHAEL SULLIVAN, KIPPLINGER NEWSLETTER;  
ROBERT ORAM, FINANCIAL TIMES OF TORONTO; JEAN ROSS-SKINNER,  
EUROPEAN CORRESPONDENT FOR DUNN'S REVIEW, LONDON; MAGGIE  
MCCOMAS, BUSINESS INTERNATIONAL REPORT; ALICE BARRASS,  
THE ECONOMIST; JOHN ROBINSON, EDITOR OF THE EUROPEAN  
REPORT, BRUSSELS; MATS HALLVARSSON, VECHANS AFFARER, STOCK-  
HOLM; NOBURO IKEDA, NIHON-KEIZAI SHIMBUN, TOKYO. IN  
FEBRUARY DCM CULBERT WAS FILMED FOR SWEDISH TV.

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6. PRESS INTERVIEWS WERE ALSO ARRANGED DURING TRIPS

ABROAD BY THE AMBASSADOR: MILAN IN FEBRUARY WITH THE PUBLISHER AND STAFF OF MONDO ECONOMICO, ITALY'S LEADING ECONOMIC MAGAZINE, WHICH RESULTED IN A COVER STORY; LONDON IN FEBRUARY RADIO INTERVIEWS WITH BBC AND INDEPENDENT RADIO; DAVOS, SWITZERLAND IN FEBRUARY TV INTERVIEW FOR EUROVISION; U.S. IN MARCH MEETINGS WITH EDITORIAL BOARDS OF THE NEW YORK TIMES, ATLANTA JOURNAL/CONSTITUTION AND CHICAGO TIMES AND INTERVIEWS WITH THE CHICAGO SUN-TIMES, BOSTON GLOBE, ECONOMIC COLUMNIST HOBART ROWAN AND TIME MAGAZINE BUSINESS EDITOR MARSHALL LOEB; PARIS IN APRIL WITH THE EDITOR/PUBLISHER OF LES ECHOS AND STAFF AT DINNER AT THE HOME OF THE ECONMIN AND WITH A JOURNALIST FROM L'EXPANSION MONTHLY ECONOMIC MAGAZINE.

7. PRESS CONFERENCES WERE ARRANGED DURING THE PERIOD FOR UNCLASSIFIED

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AMBASSADOR STRAUSS JANUARY 24, JULY 13 AND JULY 14; AMBASSADOR MCDONALD JANUARY 31 IN DAVOS, APRIL 13, JUNE 23 IN GENEVA; INVITATIONAL PRESS MEETING IN GENEVA JULY 19; AMBASSADOR WOLFF, INVITATIONAL PRESS MEETING JUNE 9; SENATORS RIBICOFF AND ROTH JOINT PRESS CONFERENCE MAY 30. A PRESS INTERVIEW WAS ARRANGED FOR CONGRESSMAN VANIK WITH THE WASHINGTON POST ON APRIL 3. AMBASSADOR MCDONALD HELD TWO PRESS CONFERENCES IN WASHINGTON.

8. THE DELEGATION ENGAGED IN EXTENSIVE BRIEFING ACTIVITIES THROUGHOUT THE PERIOD. IN ADDITION TO THE NUMEROUS SESSIONS REPORTED SEPTES WITH INDUSTRY SECTOR ADVISORY COMMITTEES (OVER 25 BRIEFINGS), CODEL GROUPS AND INDIVIDUAL MEMBERS OF CONGRESS, AGRICULTURE AND LABOR GROUPS, THE AMBASSADOR, DCM, PAO AND OTHERS MET WITH JOURNALIST GROUPS FROM ANKARA AND VIENNA, A GROUP OF FINNISH PARLIAMENTARIANS AND A GROUP OF NORWEGIAN ECONOMISTS, ALL SENT TO GENEVA UNDER USICA AUSPICES. IN ADDITION THE AMBASSADOR BRIEFED A GROUP OF 25 U.S. CORPORATE EXECUTIVES TAKING PART IN A PUBLIC AFFAIRS COUNCIL EUROPEAN TOUR AND A GROUP OF 25 U.S. CORPORATE PUBLIC AFFAIRS OFFICERS.

9. THE AMBASSADOR MADE A NUMBER OF SPEECHES DURING THE PERIOD: JANUARY 31, DAVOS, SWITZERLAND, PANEL DISCUSSION ON WORLD TRADE BEFORE 500 BUSINESS LEADERS AT THE EUROPEAN MANAGEMENT SYMPOSIUM; FEBRUARY 2, LONDON, ADDRESS BEFORE THE FOREIGN AFFAIRS CLUB; APRIL 4, PARIS, SPEECH DELIVERED IN FRENCH AT A LUNCHEON SPONSORED BY THE CENTER FOR BUSINESS RESEARCH (CERDI); APRIL 20, GENEVA, SPEECH AT THE EUROPA FORUM SPONSORED BY EUROPA, THE PUBLICATION DESCRIBED AT THE BEGINNING OF PARAGRAPH 4 ABOVE; MAY 24, ZURICH, TO THE ANNUAL GENERAL ASSEMBLY OF THE COUNCIL OF EUROPEAN CHEMICAL MANUFACTURERS; JUNE 10, LAUSANNE, SPEECH

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AT THE IMEDE BUSINESS MANAGEMENT INSTITUTE AND JUNE 30, ZURICH, SPEECH TO THE HARVARD CLUB OF SWITZERLAND. IN MARCH THE AMBASSADOR SPOKE BEFORE THE COUNCIL ON FOREIGN RELATIONS IN NEW YORK. DURING A THREE-DAY TRIP TO THREE U.S. CITIES IN APRIL, THE AMBASSADOR SPOKE IN CHICAGO BEFORE THE COUNCIL ON FOREIGN RELATIONS, AT A MEETING COSPONSORED BY THE INTERNATIONAL TRADE CLUB AND CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY, AND AT A DINNER COSPONSORED BY THE CHICAGO BOARD OF TRADE AND THE MERCANTILE EXCHANGE; IN ATLANTA BEFORE THE GEORGIA INTERNATIONAL TRADE ASSOCIATION; IN BOSTON AT A LUNCHEON SPONSORED BY THE INTERNATIONAL BUSINESS CENTER OF NEW ENGLAND. PRESS RELEASES WERE ISSUED IN CONNECTION WITH MOST OF THE SPEECHES AND STORIES SENT TO USICA/WASHINGTON. DCM CULBERT WAS A PANEL SPEAKER AT A LONDON SCHOOL OF ECONOMICS SYMPOSIUM ON MARCH 3 AND DELIVERED A SPEECH TO GATT TRAINEES MARCH 14. THE PAO MADE SPEECHES IN MADRID AND BARCELONA IN FEBRUARY UNDER USICA AUSPICES. PROJECT MANAGER FOR AGRICULTURE KOENIG SPOKE BEFORE THE ANNUAL CONGRESS OF FRENCH AGRICULTURAL COOPERATIVES IN BIARRITZ IN EARLY JUNE.

10. THE AMBASSADOR HOSTED FORMAL DINNERS APPROXIMATELY EVERY TWO WEEKS FOR KEY FOREIGN DELEGATES AND WASHINGTON OFFICIAL AND PRIVATE SECTOR VISITORS. HE HOSTED SEVERAL RECEPTIONS IN HONOR OF LARGER GROUPS OF WASHINGTON VISITORS.

11. TWENTY TOKYO ROUND STORIES WERE FILED TO USICA/ WASHINGTON.

12. DRAFTED BY MEYERS. MACDONALD

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## Message Attributes

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20 Mar 2014  
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